

## ACAP Action Plan - Draft

July 2011 – June 2012

| ACAP Goal   |  |                 |
|---|--|-----------------|
| Reduce the adolescent pregnancy rate in Alexandria from 47.3 to 37.8 per 1000 females ages 10-19 years for a 20% reduction by 2015  |  |                 |
| ACAP Action Step #1: Marketing and Messaging  |  |                 |
| What  | Who – Lead Committee                         | When            |
| ACAP Marketing  | ACAP Coordinator<br>Communications Committee | Start July 2011 |
| <p><b>Description:</b> Update ACAP's marketing and messaging</p> <ul style="list-style-type: none"><li>• Research marketing and/or public relations company to assist</li><li>• Identify message “resonance” with youth and other key groups (focus groups/surveys)</li><li>• Create “marketing” campaign using new message</li></ul> <p>Activities already occurring:</p> <ul style="list-style-type: none"><li>• Inventory of current materials</li><li>• Update and revise website (ongoing)</li><li>• Production of parent newsletter, Let's Talk, and youth magazine, Get Real (ongoing)</li><li>• Annual review of data – added to website, press release, presentation at ACAP meeting (annually)</li></ul> <p>Evaluation:</p> <ul style="list-style-type: none"><li>• # of surveys collected and focus groups conducted</li><li>• Results of surveys/focus groups</li><li>• # of youth/parents involved in creation of materials</li><li>• # of different groups receiving new materials</li><li>• # of new materials created and distributed</li><li>• Pre-post surveys to measure increased awareness</li></ul> |  |                 |

## ACAP Action Step #2: Collaboration

| What  | Who – Lead Committee                   | When            |
|---|--|-----------------|
| Collaboration with other Youth Development Groups | Programs Committee<br>ACAP Coordinator | Start July 2011 |

### Description:

Broaden the scope of connection with youth development organizations and coalitions to share strategies, combine messages and partner on initiatives to have a greater impact on the community

- Review current ACAP partners
- Identify new groups with which to collaborate
- Meeting with different orgs to collaborate and partner
- Collaborate on initiatives such as trainings, workshops, and outreach events

### Activities already occurring:

- Text message line (ongoing)
- Parent workshops with SAPCA and Gang Prevention (ongoing)
- Training for youth serving professionals (quarterly)
- Participate on ACPS Family Life Education committee (ongoing)

### Evaluation:

- # of text messages sent and received
- Pre/post-tests, surveys, and feedback forms from presentations/workshops
- # of new partnerships (need baseline data)
- Frequency of collaborative activities

| ACAP Action Step #3: Engagement   |   |                 |
|---|---|-----------------|
| What  | Who – Lead Committee  | When            |
| Youth and Adult Engagement  | Key Populations Committee<br>Steering Committee<br>ACAP Coordinator | Start July 2011 |
| <p><b>Description:</b><br/>Engage and educate targeted populations (as identified by the Key Populations and Steering Committee) in teen pregnancy prevention efforts. Work with local organizations, the ACAP Coordinator, interns and/or volunteers to create and conduct surveys, interviews and/or informal discussion groups to inform activities. Work with target populations (for example, TWC Health Promoters if targeting high school students) to design and implement activities based on the populations' needs, local/national data, surveys, interviews and/or informal group discussions.</p> <p>Activities already occurring (when and lead person or committee):</p> <ul style="list-style-type: none"> <li>• Partnership with Northern Virginia Community College's Women's Center (Spring 2011, Key Populations Committee)</li> <li>• Male outreach events (Summer 2010 &amp; Spring 2011, Key Populations Committee)</li> <li>• Identifying teen pregnancy prevention programs in Alexandria and areas of need based on data and resources (ongoing, ACAP Coordinator)</li> <li>• Workshops, health fairs, and outreach events as requested by community groups (ongoing, ACAP Coordinator)</li> </ul> <p>Evaluation:</p> <ul style="list-style-type: none"> <li>• # of surveys, interviews, informal discussion groups</li> <li>• Results of surveys, interviews and informal discussion groups</li> <li>• # of people in targeted population engaged in planning and implementation of ACAP events</li> <li>• # of outreach events implemented based on surveys and focus groups</li> <li>• # of people served by ACAP events</li> <li>• Activity evaluations and feedback</li> </ul> |   |                 |

### ACAP Action Step #4: Policy and Fund Development

| What  | Who – Lead Committee  | When            |
|---|---|-----------------|
| Policy and Fund Development   | Policy and Fund Development Committee<br>Steering Committee<br>ACAP Coordinator | Start July 2011 |
| <b>Description:</b><br>Increase program funding. Create strategies for City and state advocacy. <ul style="list-style-type: none"> <li>• Establish a new committee to address strategy (include senior level individuals with fundraising and policy experience, the business community, and/or an evaluator)</li> <li>• Research policies at local and state levels</li> <li>• Fund development plan and advocacy strategy</li> </ul> Evaluation <ul style="list-style-type: none"> <li>• Existence of new committee, implementation plan and policy summary</li> <li>• Identification of new funding sources</li> </ul> |   |                 |